

**California Public Utilities Commission's
Fourth Annual Diversity Public Hearing
"Keeping California First in Diversity: Raising the Bar"**

Tuesday, October 3, 2006

9 a.m. to 4 p.m.

Hiram Johnson State Building

Milton Marks Auditorium

455 Golden Gate Ave., San Francisco

Tentative Agenda

- 9 a.m.** **Welcome and Opening Remarks**
Michael R. Peevey, CPUC President
Senator Martha M. Escutia, Chair, Senate Energy Utilities and Communication
Committee and Chair, California Latino Legislative Caucus
Gwen Moore, President and CEO of GeM Communications Group and
Former Member of the California State Assembly (1978-1994)
John Bohn, CPUC Commissioner
Geoffrey F. Brown, CPUC Commissioner
Rachelle Chong, CPUC Commissioner
Dian M. Grueneich, CPUC Commissioner
- 9:25 a.m.** **CPUC Staff Update and New Endeavors**
Steve Larson, CPUC Executive Director
Linda Serizawa, CPUC Director, Consumer Service and Information Division
Utility Supplier Diversity Program
Language Access Services
Focus: Financial, Legal, Architectural, and Engineering Services
- 9:40 a.m.** **California Utilities Diversity Council (CUDC) Report**
Introduction
José L. Pérez, Publisher, *Latino Journal*, CUDC Chair

Procurement
Joan Kerr, Executive Director, Supplier Diversity, AT&T, CUDC Member

Philanthropy
José L. Pérez, Publisher, *Latino Journal*, CUDC Chair

Customer Service and Marketing
Nancy Zarenda, Director, Spanish Language Academy (Rio International
Language Services), CUDC Vice-Chair

Governance
Frank Quevedo, Vice President, Southern California Edison, CUDC Member

Employment
Steve Leder, Director, Professional Staffing and Diversity, Pacific Gas and
Electric Company, CUDC Member
- 10:25 a.m.** **Keeping California First in Diversity: Raising the Bar**
Alan J. Fohrer, Chief Executive Officer, Southern California Edison
Tom King, Chief Executive Officer, Pacific Gas and Electric Company
Timothy McCallion, President – West Region, Verizon
Melba Muscarolas, Vice President and General Manager – San Francisco
Market Area, AT&T
Debra L. Reed, President and Chief Operating Officer, Sempra Energy (San
Diego Gas & Electric and Southern California Gas Company)

- 11:15 a.m.** **Introduction of Keynote Speaker**
Michael R. Peevey, CPUC President
- 11:20 a.m.** **Keynote Speaker**
Honorable Willie L. Brown, Jr., The Willie L. Brown, Jr. Institute on Politics and Public Service
- 11:50 a.m.** **Lunch**
 Provided by the ***Latino Journal***, a magazine dedicated to public policy and government from a Latino perspective
- 12:35 p.m.** **Legal Services – Panel Discussion: Strategies to increase business with diverse law firms, overcome impediments, and achieve long-term goals**
Facilitator: Peter Arth, Jr., Chief of Staff to CPUC President Peevey
Elaine M. Duncan, Vice President, General Counsel – West Region, Verizon
Sanford Hartman, Vice President and Managing Director, Law, Pacific Gas and Electric Company
Stephen E. Pickett, Senior Vice President and General Counsel, Southern California Edison
Sandra Sakamoto, General Attorney and Assistant General Counsel, AT&T
W. Davis Smith, Vice President and Associate General Counsel, Sempra Energy (San Diego Gas & Electric and Southern California Gas Company)
 Senior Vice President and General Counsel, Sempra Energy Utilities
- 1:35 p.m.** **Financial Services – Panel Discussion: Strategies to increase business with diverse financial institutions, overcome impediments, and achieve long-term goals**
Facilitator: Peter Arth, Jr., Chief of Staff to CPUC President Peevey
Chris Johns, Senior Vice President, Chief Financial Officer and Treasurer, Pacific Gas and Electric Company
Joan T. Jones, Vice President – Finance and Treasurer, Sempra Energy (San Diego Gas & Electric and Southern California Gas Company)
Lori Lee, Vice President – Finance, Treasurer and Chief Financial Officer, AT&T
Terri L. Maria, Director, Financial Planning and Analysis – West Region, Verizon
Henry Mendoza, Chairperson, California Hispanic Chambers of Commerce
 Managing Partner, Mendoza Berger Company, L.L.P.
Thomas M. Noonan, Senior Vice President and Chief Financial Officer, Southern California Edison
California Public Employees’ Retirement System Representative
 (INVITED)
- 2:50 p.m.** **Statewide Small Business Expos**
John Bohn, CPUC Commissioner
- 3 p.m.** **The Greenlining Institute Report**
Paul H. Turner, Senior Program Manager, Claiming Our Democracy
 The Greenlining Institute
- 3:10 p.m.** **Public Comment**
- 3:30 p.m.** **Closing Remarks**
Michael R. Peevey, CPUC President